

REMARKS

This Amendment After Final is in response to the final Office action mailed January 20, 2011. A petition for one-month extension of time and payment (by credit card authorization) are submitted herewith. In the event any additional fees are due, kindly charge the cost thereof to our Deposit Account No. 13-2855.

Status of the Claims

Claims 48-53, 57, 58, and 60-74 are pending in the present application and stand rejected under 35 USC § 103. Claims 48 and 52 were objected to and are amended in response to the objections in order to correct antecedent basis issues, as discussed below. No new matter is added by way of these amendments.

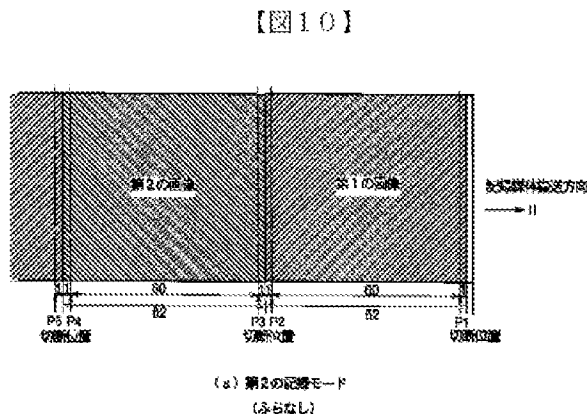
Response to Claim Objections

Claims 48 and 52 were objected to based on incorrect antecedent basis issues. In response, claim 48 has been amended to change “said image receiving medium” to “an image receiving medium” and claim 52 has been amended to change “an image receiving medium” to “the image receiving medium”. These amendments are consistent with those proposed in the Office action and are respectfully submitted to overcome the objections. Withdrawal of the objections is respectfully solicited.

Response to Claim Rejections

Claims 48-53, 57, 58, and 60-74 were rejected under 35 USC § 103 as allegedly obvious from Sugaya et al., JP 2001-310514 (“Sugaya”) in view of Niwa, US Patent No. 6,113,294 (Niwa). It is respectfully submitted that Sugaya does not disclose or suggest the feature of wherein the at least one printhead prints a first background for one label and a different, second background for a second, subsequent label *in a manner such that there is a region between which the first and second backgrounds meet to provide one of a blend between*

the first and second backgrounds and a boundary between the first and second backgrounds that is unclear, as recited in independent claims 48, 58, and 74. Referring to Fig. 10a of Sugaya, reproduced below, it is respectfully submitted that what are illustrated are two labels, label 1 and label 2, printed adjacent to one another:



Two cuts P2 and P3 are made on either side of the line along which the two labels are joined. However, there is neither a blend nor an unclear boundary between these two labels. To the contrary, the different orientations of the hatching of the respective labels 1 and 2 in Fig. 10a of Sugaya conveys to a person of ordinary skill in the art one label that stops at the boundary between the two labels, and another label that starts at the boundary. In other words, according to Sugaya there is a clear demarcation between the two labels, where the first image concludes and the second image originates.

Even combining or modifying Sugaya according to Niwa would not result in the Applicants' claims, inasmuch as Niwa similarly lacks any teaching or suggestion of a printhead printing a first background for one label and a different, second background for a second, subsequent label in a manner such that there is a region within which the first and second backgrounds meet to provide one of a blend between the first and second backgrounds and a boundary between the first and second backgrounds that is unclear. Claims 48, 58, and 74, and the claims depending therefrom, are therefore believed to be non-obvious and allowable over the proposed combination or modification of Sugaya in view of Niwa.

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Amendment dated May 20, 2011
After Final Office Action of January 20, 2011

Docket No.: 31118/DY0303

In view of the above amendments and remarks, the Applicants believe the pending application is in condition for allowance. The Examiner's reconsideration and favorable action are respectfully solicited.

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Respectfully submitted,

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